

ABSTRACT

A viewer history management apparatus for managing a state in which a viewer terminal 50 having a browser function views a Web site 40 connected to the an Internet 30 is provided, which comprises: a customer management apparatus 60 for managing customer registration data; a content supply management apparatus 70 for managing content supply states relating to the Web site 40; an access validation monitoring apparatus 80 for managing connection validation information relating to connections to the Internet; a viewed contents monitoring apparatus 90 for managing Web site 40 access histories of the viewer terminal 50; a purchase history information management apparatus 110 for managing purchase history information of a customer operating the viewer terminal 50; and a viewer behavior collection and analysis apparatus 120 for collecting attribute information relating to the viewer terminal 50 accessing the Web site 40 from the access validation monitoring apparatus 80.